AI implementering hos Systematic

- og hvad sker der når man får en genial ny kollega der lyver og opfører sig sindsygt!

Lars Andersen, Vice president of strategic business development

Morten Klarner Sams, Principal Architect

04.11.2025

Velkommen – fedt at se jer☺

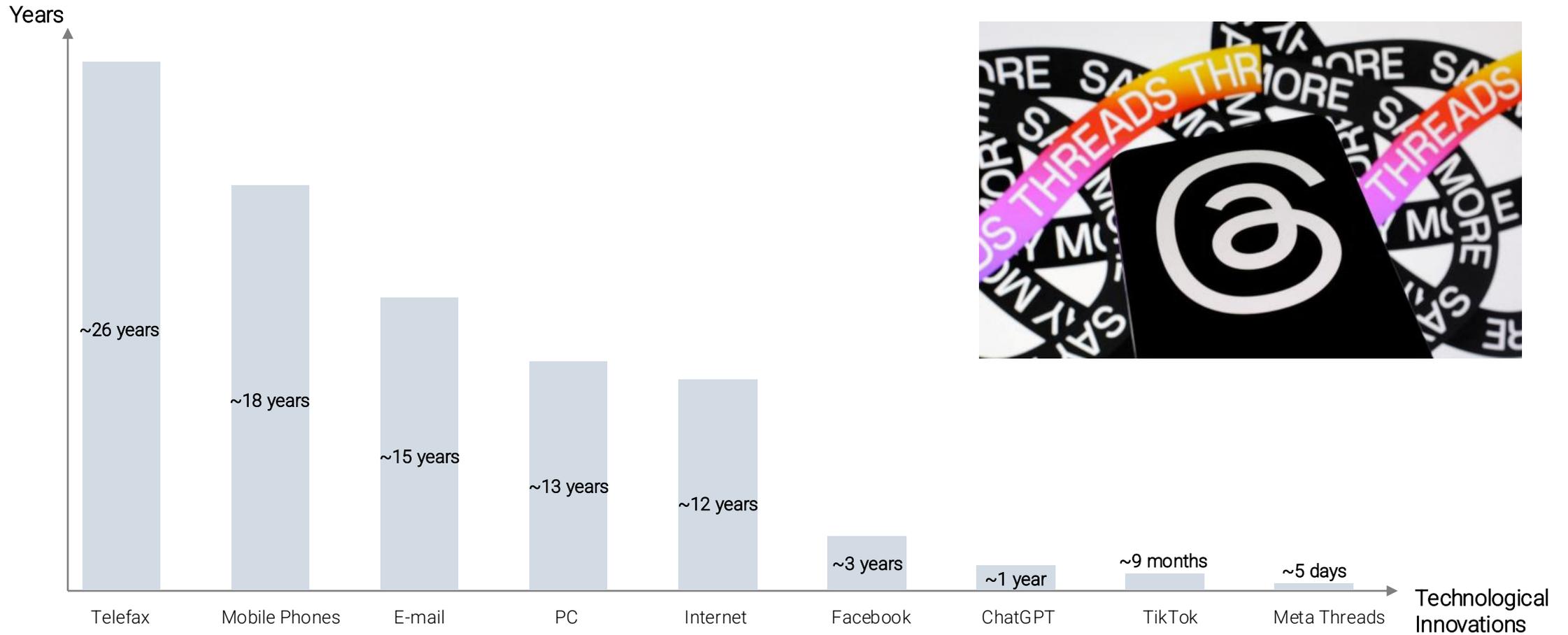Lars Andersen, Vice President Strategic Business Development

5 år hos Systematic

Morten Klarner Sams, Principal Architect

7 år hos Systematic

Agenda

Tech innovations are being adopted, globally, much faster than in we have ever seen

Years

~26 years — Telefax
~18 years — Mobile Phones
~15 years — E-mail
~13 years — PC
~12 years — Internet
~3 years — Facebook
~1 year — ChatGPT
~9 months — TikTok
~5 days — Meta Threads

Technological Innovations

The Scope of AI Today

There are ~50.000+ AI companies worldwide

- **Generative AI Models:** ChatGPT, DALL-E, AIVA, Claude
- **Voice Assistants:** Alexa, Google Assistant, Siri, Cortana
- **Autonomous vehicles:** Tesla, Waymo, Aurora, Cruise
- **Software Development:** GitHub Copilot, Tabnine, DeepCode
- **Education:** Duolingo, Knewton, Squirrel AI
- **Entertainment:** Netflix's recommendation system
- **Cybersecurity:** Darktrace, CrowdStrike, Cylance
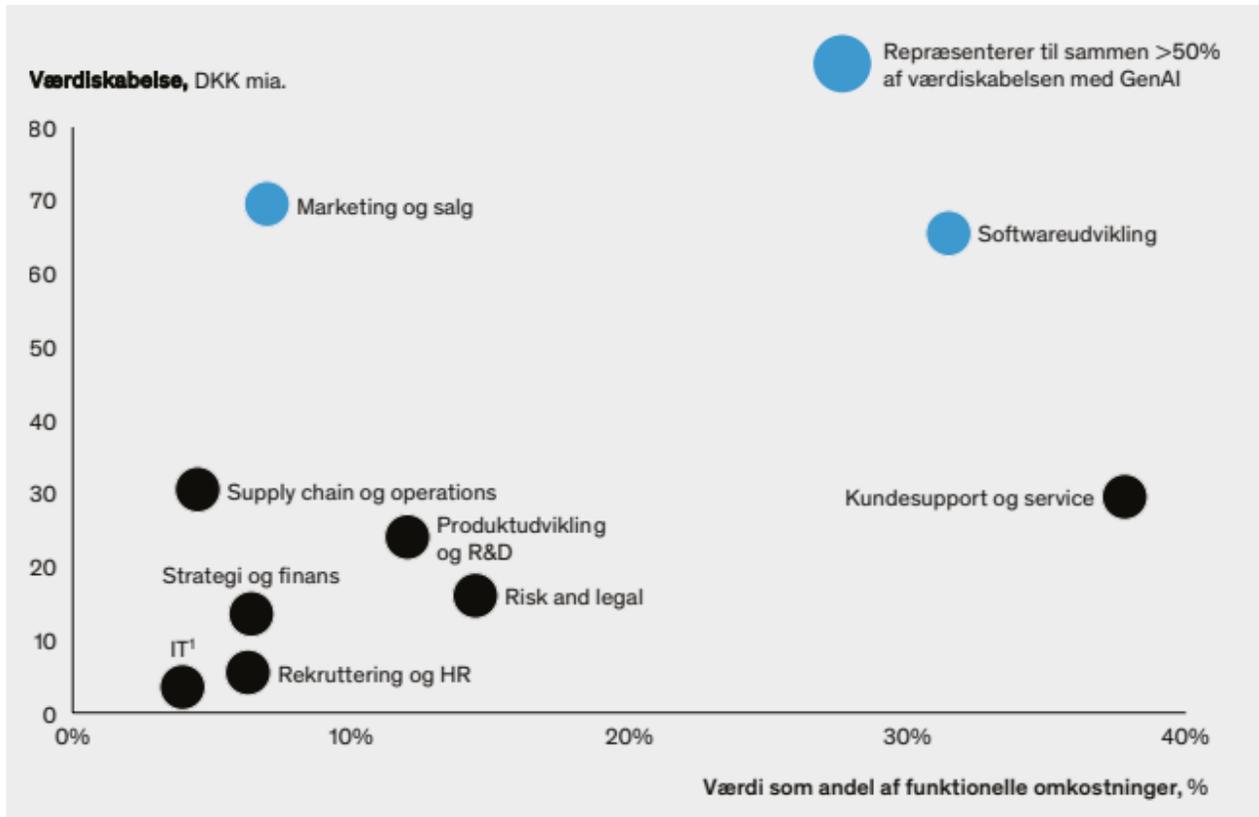
AI's Economic Impact

- The collective economic potential in Denmark from GenAI is ~230-290 billion DKK equivalent to ~10% of GDP
- GenAI has the potential to increase the yearly productivity by 0,3-0,7%

Widespread Adoption

- **35%** of the world's businesses work with AI
- **~1.5 billion** people are using AI

The Future of AI

- While we don't yet fully grasp its implications, we believe that AI will have a profound impact.

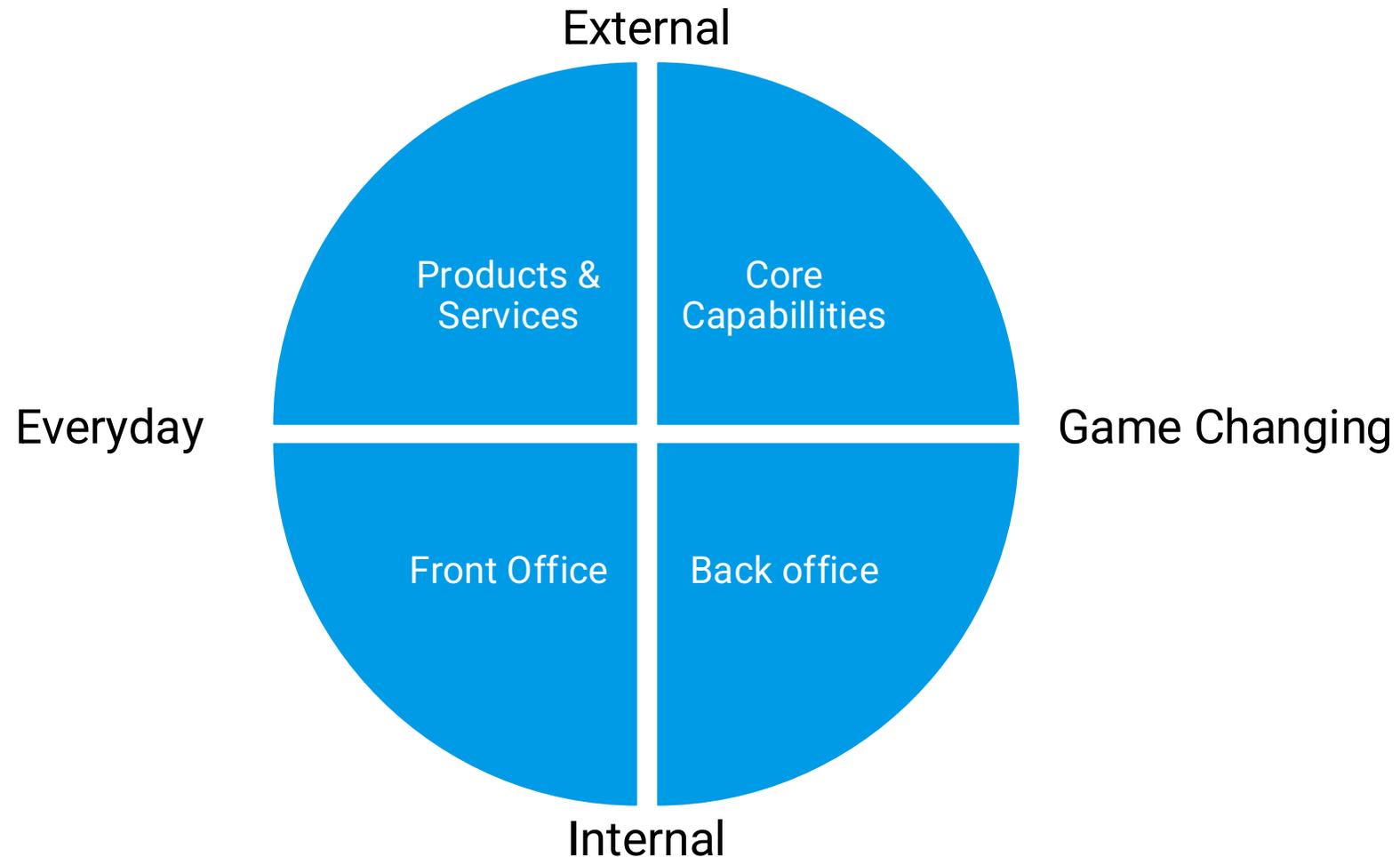# GenAI has significant value potential in software development

Værdiskabelse, DKK mia.

Repræsenterer til sammen >50% af værdiskabelsen med GenAI

- Marketing og salg
- Softwareudvikling
- Supply chain og operations
- Produktudvikling og R&D
- Strategi og finans
- Risk and legal
- Kundesupport og service
- IT[1]
- Rekruttering og HR

Værdi som andel af funktionelle omkostninger, %

Conclusions

- Marketing, sales, and software development together account for 50% of the value generated by GenAI in Denmark.

- GenAI's impact on software development is estimated at around 70 billion DKK.

- This reflects the significant potential Systematic, as a software development company, stands to benefit from.

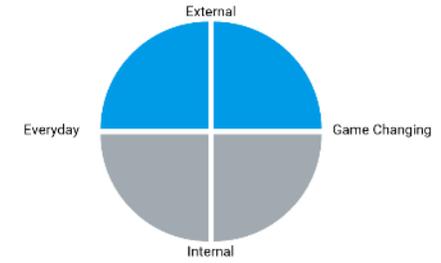- Risk/opportunity: AI will build and destroy companies

Agenda

4 important perspectives to how we implement AI

External

Everyday

Game Changing

Internal

Products & Services

Core Capabillities

Front Office

Back office

Agentic AI in our products

Defence

Operationally proven and world-leading C4I solutions for the modern battlespace.

Read more →

Healthcare

Promoting the continuum of care through first-class healthcare IT.

Read more →

Intelligence & National Security

Solutions, services and know-how for surveillance, prevention, analysis, threat assessment and crisis handling.

Read more →

Renewables & Utilities

Green transformation solutions for the offshore wind energy and water supply sectors.

Read more →

Library & Learning

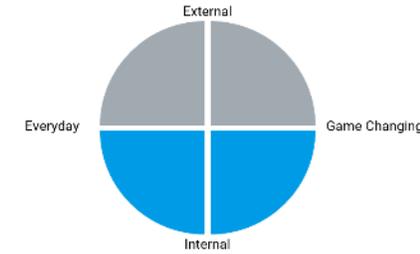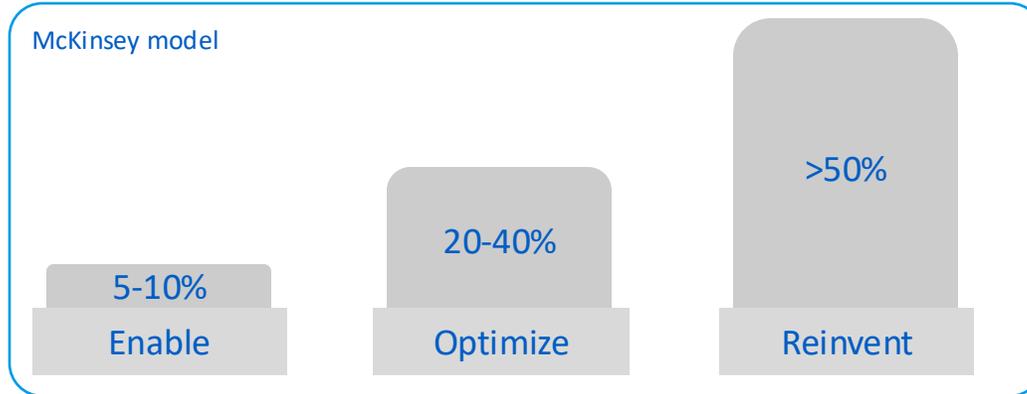Integrated and innovative library and learning solutions for the future.

Read more →

Digitalisation

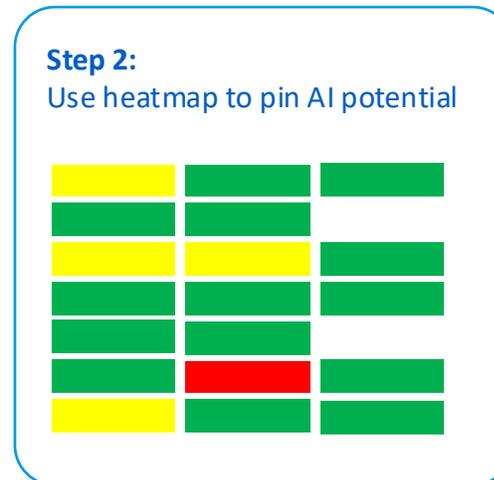Helping public and private enterprises with their digital transformation.

Read more →

Transformative journey towards 50% speed increase
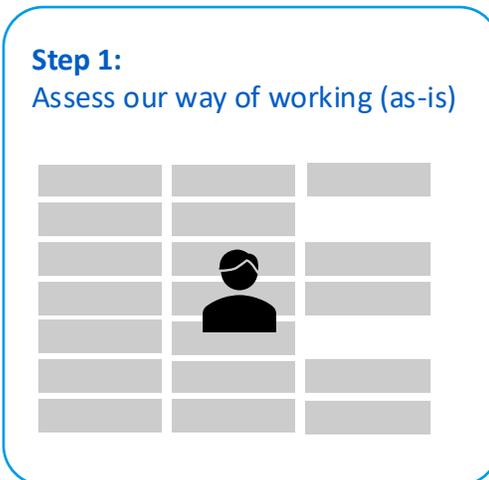
McKinsey model

>50%

20-40%

5-10%

Enable   Optimize   Reinvent

Enable: Human manages every step of a workflow only assisted by instructed AI interaction

Optimize: AI agents automates and speeds up discrete tasks within existing workflows

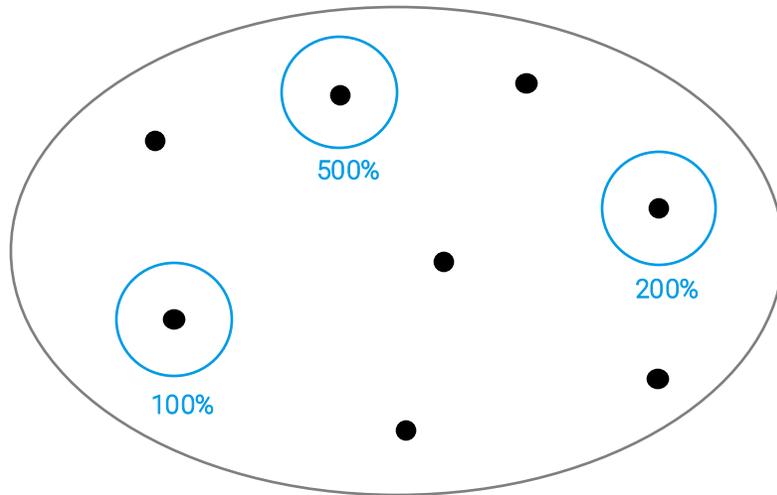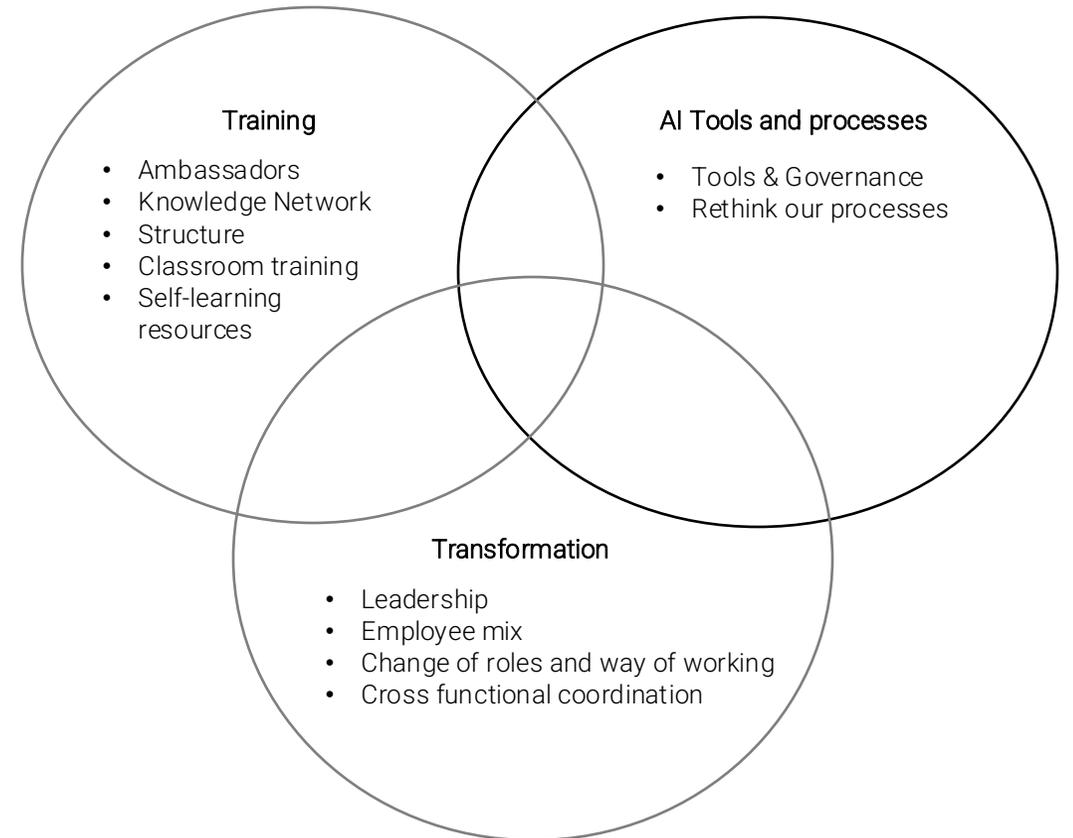**Reinvent:** Processes are redesigned around agent autonomy based on automated resolutions

Step 1:
Assess our way of working (as-is)

Step 2:
Use heatmap to pin AI potential

Step 3:
Start AI agent adoption (To-be)

Agenda

To unlock the full potential of GenAI, we are re-inventing our processes, and changing our leadership & training approach

Scaling AI has been difficult....

500%

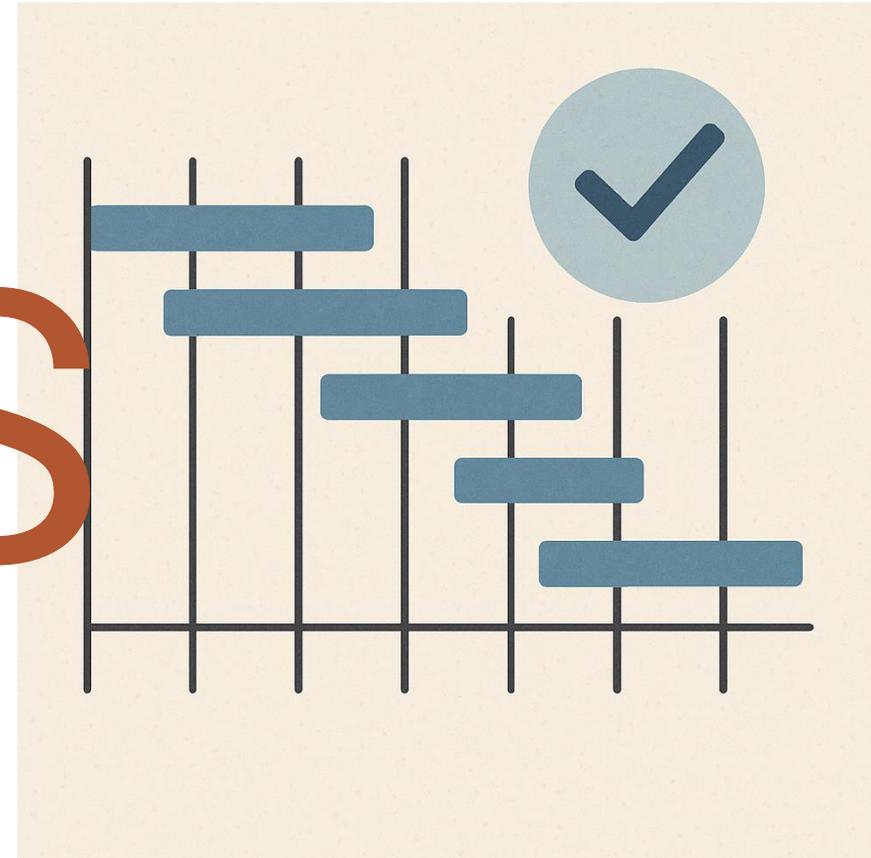200%

100%

...so we are changing our implementation approach

Training

- Ambassadors
- Knowledge Network
- Structure
- Classroom training
- Self-learning resources

AI Tools and processes

- Tools & Governance
- Rethink our processes

Transformation

- Leadership
- Employee mix
- Change of roles and way of working
- Cross functional coordination

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Agenda

AI Assistenter i Systematic

Kreativ kaos

Forudsigelighed

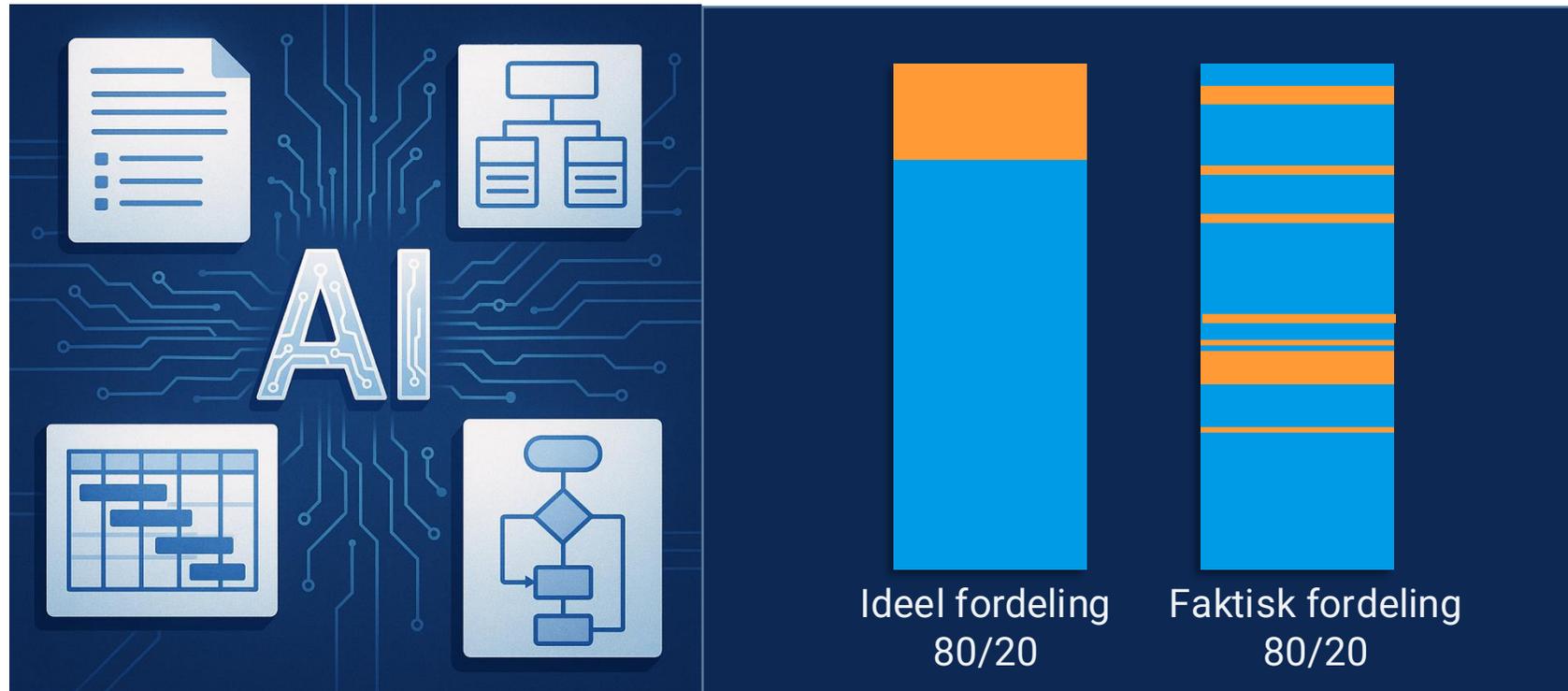VS

Systematic har fået en ny medarbejder

Claude

Medarbejderprofil

- ✓ Effektiv
- ✓ Kreativ
- ✓ Fotografisk hukommelse
- ✓ Hjælpsom
- ✓ Ser positivt på overarbejde og arbejde fra remote

- ÷ Claude er kommet ud af et middelstort stofmisbrug
- ÷ Claude har en til tider for stor tiltro til egne evner
- ÷ Claude har svært ved at sige "Nej!"

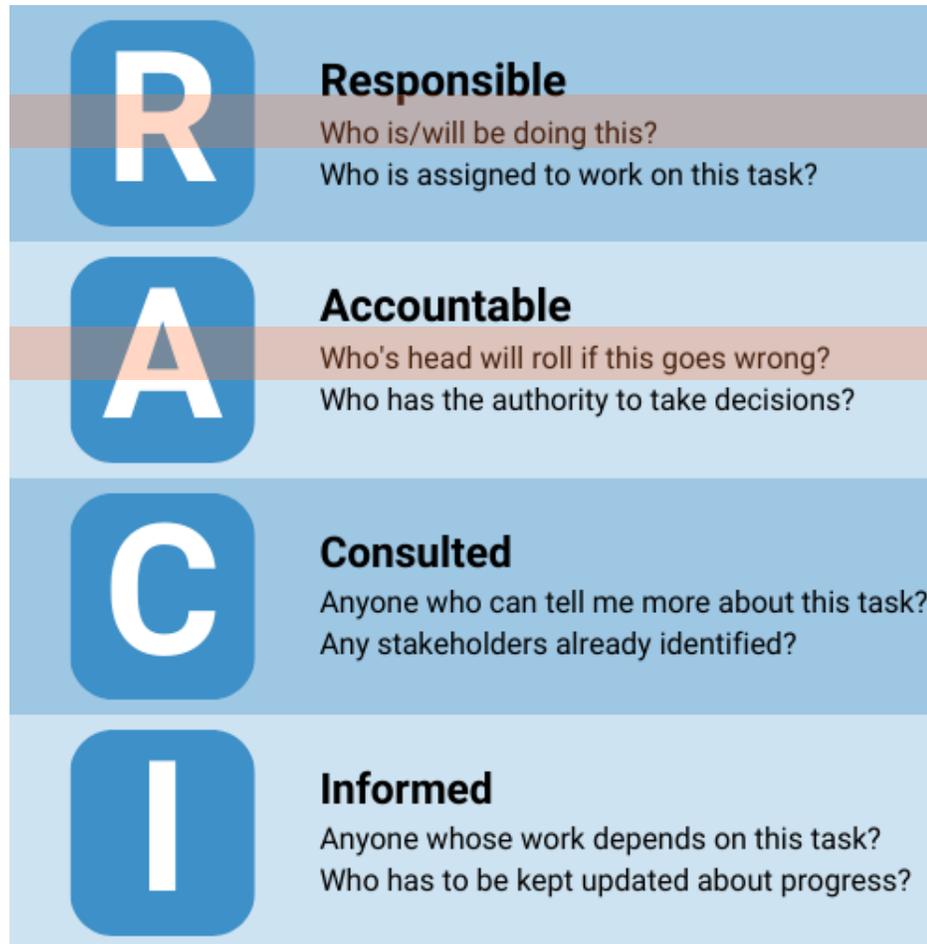# 80/20 reglen – findes i et hav af varianter

Her er endnu en til samlingen…

Ideel fordeling
80/20

Faktisk fordeling
80/20
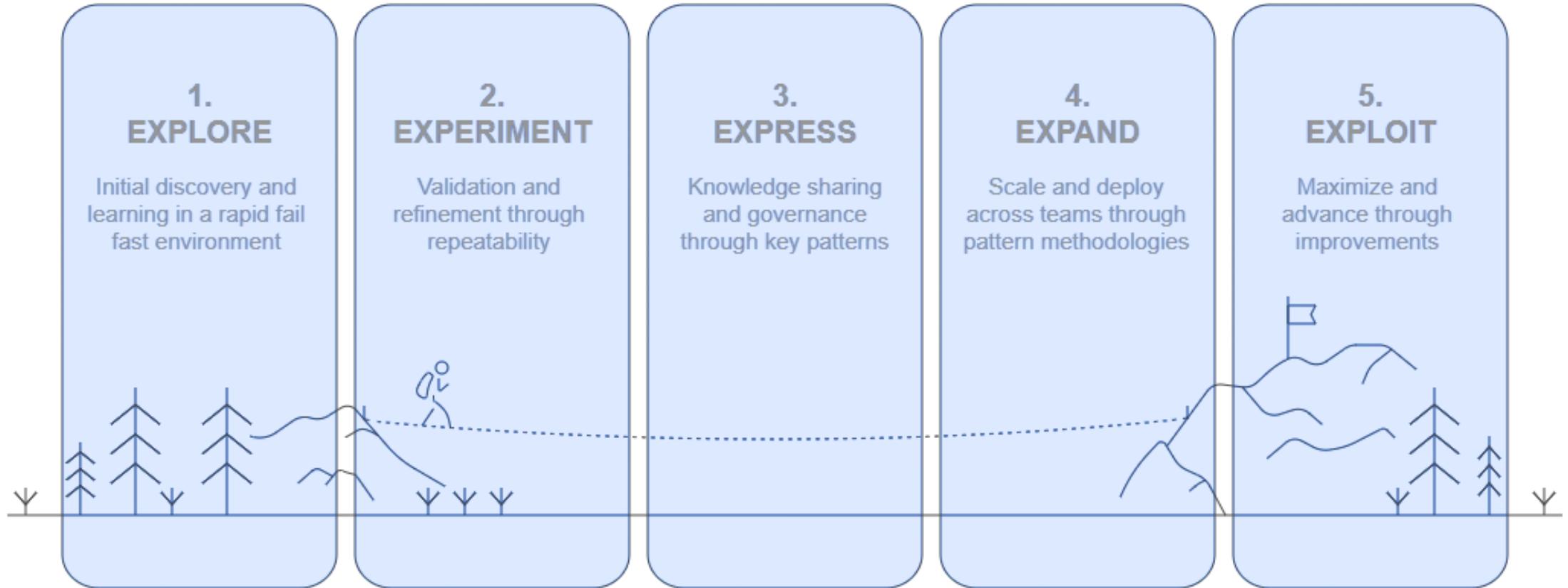
Agenda

AI Assistenter og Agenter VS Ansvar

- Vi søger effektivitet, kvalitet og forudsigelighed på de 80%

- Accepterer at de sidste 20% kræver iterationer

- Forstår den enkelte models styrker og svagheder for at identificere, hvor de 20% skuffelser lander i vores AI arbejde

- Træner Claudes tvilling, der er skeptisk og nøjeregnende – men stadig effektiv og faktuel

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Claudes skeptiske tvilling bringer øget forudsigelighed

- Skriv klare **system prompts**, der fokuserer på alt andet end fremdrift og udvidelse af scope

- Kræv **referencer** på alle centrale pointer og påstande

- Kræv **planer** inden der eksekveres

- Brug anerkendte **kvalitetsmål**, gode dokumenteksempler og generelt vedligeholdt materiale, der udtrykke din virksomheds **værdier** og mål

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Systematic/NSI AI Maturity Model

1. EXPLORE
Initial discovery and learning in a rapid fail fast environment

2. EXPERIMENT
Validation and refinement through repeatability

3. EXPRESS
Knowledge sharing and governance through key patterns

4. EXPAND
Scale and deploy across teams through pattern methodologies

5. EXPLOIT
Maximize and advance through improvements

Agenda

Takeaways

- Der er meget at vinde ved at håndtere AI assistenternes hallucinationer

- Ingen proces er hellig, hvis du vil have den fulde effekt af AI. De gælder i særdeleshed IT virksomheder

- Hverken kunderne eller din virksomhed bliver glade, hvis du gør Claude Accountable

- Brug også AI til at stramme scope og kvalitet op

- Accepter at vi er på et stadie hvor de fleste gevinster i AI starter med et eksperiment, der modnes i iterationer

- Vær klar på at gentage det hele med morgendagens nye model!